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REMARKS

Claims 1-16 are presently under consideration in the application. Claims 17-40 have been withdrawn from consideration.

I. PREVIOUS OFFICE ACTION

Applicants acknowledge with appreciation the Examiner's withdrawal of the rejections set forth in the previous Office Action. Such rejections were based primarily on *Okumura et al.* and *Miyamoto*. For reasons explained more fully below, applicants respectfully submit that claims 1-16 may be distinguished over the newly cited references for many of the same reasons.

II. REJECTION OF CLAIMS 1, 5, 9 AND 12-14 UNDER 35 USC §102(e)

Claims 1, 5, 9 and 12-14 now stand rejected under 35 USC §102(e) based on *Nakagiri*. Applicants respectfully traverse this rejection for at least the following reasons.

Applicants previously pointed out how the present invention detects the *color format* of an input signal and directs a data driver to operate in a corresponding display mode. More particularly, claim 1 recites how the multi-format digital data driver is arranged to receive digital input data in a plurality of different *color formats*. In addition, claim 1 recites how the data analysis means determines the *color format* of the input data, and controls the data driver to operate in the display mode corresponding to the *color format*.

Such feature is significant as it allows the lowering of power consumption of the display when the display mode does not require high resolution. (See, e.g., Fig. 5 of the present application).

The Examiner relies on *Nakagiri* as teaching the determination of *color format* and control of the display mode based on *color format* as recited in claim 1. Applicants must respectfully disagree with the Examiner in this regard.

Nakagiri describes a device and method for displaying gray shades. A color data determining means determines color data corresponding to given image data. A